



## News Release

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## **Tango Marketing Now Sage Software Preferred Vendor for Partner Press Releases**

### **Tango Marketing press release program for Sage Software Business Partners is pre-approved for marketing co-op reimbursement.**

Edmonds, WA—August 10, 2007—Tango Marketing LLC announced today that it is now a Sage Software Preferred Vendor for press releases. The Preferred Vendor status means that press releases from Tango Marketing are pre-approved for 60-70 percent co-op reimbursement. All claim processing is completed by Tango Marketing; partners only need to pay the portion not covered by co-op. Tango Marketing is also a Preferred Vendor for Newsletters, Web Site Development, and Success Stories.

“Marketing experts have long recommended press releases as a fast, effective way of placing your company name in front of interested customers and business partners,” said Bryan Johnson, president of Tango Marketing. “Many business professionals use Internet news alerts to track topics of interest to them. Press releases can appear in those news alerts, delivering a partner’s message right to the desktop of prospects, customers, and vendors.”

Tango Marketing offers two press release options: Enhanced and Basic. Under the Enhanced program, the press release is submitted to wire services, key words are included to target search engines, and a 10 day results report is provided detailing the number of times the release was viewed, download and printed. The price for a single Enhanced release is \$295, a three-pack is \$850, before co-op funds are applied.

The Basic program includes a professionally prepared press release ready to post on a partner’s Web site, or to be distributed via e-mail. The price for a single Basic release is \$175, a three-pack is \$500, before co-op.

“Press releases can be used to announce noteworthy subjects such as: prominent new customers, new product offerings, expansion of services, new hires, awards, promotions, and certifications,” explained Johnson. “Tango’s programs make the process of preparing, releasing, and tracking those press releases nearly effortless.”

### **About Tango Marketing, LLC**

Tango Marketing specializes in providing targeted marketing programs exclusively for Sage Software Business Partners. The company’s \*info Newsletters, press releases, success stories and Web site development are part of the Sage Software Preferred Vendor Program making them eligible for generous co-op reimbursement. Currently Tango Marketing publishes \*info Newsletters for: Sage MAS 90 and Sage MAS 200, Sage MAS 500, Sage Accpac, Sage Master Builder, SageCRM, Sage SalesLogix, ACT! by Sage, Sage Abra HRMS, Sage BusinessWorks, Sage Timberline Office, Sage Nonprofit Solutions, and Sage PFV. In addition to its \*info Newsletters, Tango Marketing also provides Sage Business Partners with services such as: Search Engine Optimization (SEO), sales brochures, and direct mail. For further information call (800) 781-1377 or visit [www.tango-marketing.com](http://www.tango-marketing.com).